

IN-STORE

Ritz-Carlton catches tourists and locals alike with Sunday brunch

January 8, 2016



The Ritz-Carlton, San Francisco

By FORREST CARDAMENIS

The Ritz-Carlton, San Francisco is making "Second Sundays" special for locals.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Parallel 37, the hotel's restaurant, will be offering a brunch exclusively on the Second Sunday of every month of "globally inspired, modern California" cuisine, with a different menu each date. The promotion will show that Ritz-Carlton is not just a hotelier and may turn locals into fans who consider the brand next time they travel.

"The Ritz-Carlton, San Francisco was known for its award-winning brunch that took place in the former Terrace restaurant, and due to popular demand, we decided to bring it back to our critically-acclaimed signature restaurant, Parallel 37 inspired by the restaurant's global, modern California concept," said David Burt, director of sales and marketing at [The Ritz-Carlton](#), San Francisco. "This is an ongoing offer once a month, giving Chef de Cuisine and Charlie Trotter alum, Michael Rotondo, the chance to flex his creative muscles each month and present a menu inspired by the freshest ingredients of the moment."

"The finest cuisine created with the highest quality ingredients is an extension of the foundation of The Ritz-Carlton brand since its inception," he said.

Champagne for breakfast

The dishes are made in large part with local Bay Area ingredients. Locally sourced and sustainable foods are major trends in consumer behavior, and Ritz-Carlton is showing a similar level of sociopolitical awareness that will likely prove good for its image.

The menu will change every week, but will include entrees such as herb roasted prime rib with Prigord sauce and wild mushrooms, roasted sea scallops with Meyer lemon and polenta and King Salmon Wellington with creamed leeks and romesco sauce, as well as breakfast items such as truffle eggs Benedict, a raw bar, seasonal seafood, artisanal cheeses and of course Bloody Mary's and mimosas.



Second Sunday Brunch promotional image

The Second Sunday brunch is on the second Sunday of every month from 10 a.m. to 2:30 p.m. for \$115 per guest, plus \$55 per glass of Dom Prignon. Chef de Cuisine and Charlie Trotter alumnus Michael Rotondo, who will form the menu in accordance with the best ingredients available locally, will prepare the meals.

Although the brunches may attract tourists who happen to be visiting San Francisco on the same day, they will appeal to locals at least as much. Parallel 37 changing the menu each time will give consumers reason to return, while having the brunches on a consistent, specified date, could turn the restaurant into a destination for experience that cannot be put-off to another day.



Parallel 37

However, because San Francisco is known for its culinary culture, from its seafood to its famous Meyer lemons, tourists might be looking for a high-end dining experience. Offering one within the confines of the hotel reinforces Ritz-Carlton's commitment to service and convenience.

Going green

Local produce has recently become a primary focus of Ritz-Carlton hotels.

For example, the Ritz-Carlton Resort of Naples, FL, is increasing its use of locally sourced produce by building its own "grow house" in a repurposed shipping container.

Recently, hospitality brands have focused much time and effort on crafting experiences that honor the locations of its hotels while also embracing consumers' penchants for environmentally friendly and ethically sourced experiences. The Ritz-Carlton has executed a number of initiatives, property wide and at specific locations, to ensure guests that its eco-friendly efforts read as authentic and well-planned ([see story](#)).

Attention to the environment is a major part of Ritz-Carlton's promotions, some of which take particularly creative forms.

For instance, last fall the Ritz-Carlton, Charlotte, NC brought farming to its urban situated hotel with the addition of several "agritourism" offers.

A LEED Gold certified hotel, the North Carolina property has worked to further its green thumb with a recently installed rooftop garden, a farmers market in its lobby and conservation education for its youngest guests. As guests

become more environmentally conscious, hotels will need to adapt and adjust to fit their wants and needs ([see story](#)).

"The main goal is to provide locals and overnight guests a destination for a memorable and exceptional brunch experience," Mr. Burt said. "Since that brunch experience captures the luxury and sophistication of The Ritz-Carlton, San Francisco, the hope is for diners to return for the complete lodging experience as well."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.